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A man with short, light-colored hair, wearing a blue and white checkered button-down shirt, is smiling broadly. He is positioned in the center of the frame, appearing to be splashing in water. The background is a light, textured grey.

Episode 90

Social Media Strategy For Your Business – With Todd Austin

Full Episode Transcription

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Jason Skinner: You're on episode ninety of The Business Made Easy podcast. Let's do this, Mia.

Mia: Thanks, Jason. You're on The Business Made Easy podcast where we make business easy. Here's your host, Jason Skinner.

Jason: Good day-good day and welcome to episode ninety of The Business Made Easy podcast where we make business easy. Jason Skinner, your host here for another week of the podcast. This is all about growing your business, growing your bottom line profit and giving you a better life as a result. Wow! Can you believe it, episode ninety, we are only ten off one hundred and that just blows my mind to think that we have got uh, got this far with the podcast. It-it-it really is um, just an amazing experience to think we're- we're just ten off one hundred. So, I'm gonna to put my thinking cap on and um, put something together special to celebrate that, that one hundredth episode. Maybe we can have a competition or something like that leading up to the, up to the one hundred but uh, it really does uh, just- just blow my mind the support and, and um, encouragement and input and-and um, uh you know, having you guys listen each, week just-just is an amazing experience and I really do thank you for uh, for taking the time to listen in each week as you do.

And as I said, the support along the way that you provided and- and feedback uh is just-just um, incredible. Just incredible. I look at the reviews on iTunes uh, and um, yeah, it's-it's-it's really nice to know that um, we are helping people and helping businesses. And that's my whole passion and-and-and idea behind putting this podcast together is to help be basically be your companion in business and help you and support you along the way as you go, go and do the, the uh, the hard sluggish day uh, in your businesses and-and-and getting you a

better result basically at the end of the day for the-for the efforts that you're putting in.

And speaking of that if you haven't already done so, uh, please remember to join our free Facebook community over at businessmadeeasy podcast.com/community. Great group of people over there. We just had- had a whole load of new members joined this week. So, yeah feel please feel free to jump over there at businessmadeeasy podcast.com/community and uh, I'd love to see you in the group there and uh, and hear about what you're do-- hear what you're up to in business and how things are going for you as well.

Alright, let's get into today's episode. Now, we got a great guest on our episode today. Um, I don't know about you but uh, social media is one of those topics that um-- I-I really love social media. I embrace social media. I really, I-I-I am involved with social media but there's no -- and sometimes you, you're doing so much effort work in social media. You really don't know where you should be focusing your efforts. Should it be Instagram? Is-is Snapchat the latest thing or what-what-what is the latest thing that we should be doing? And I think it's a tendency for us to be able to-to react all the time. You know to-to whatever the latest shiny thing is in. You know, we want start off on down on YouTube um, uh-uh strategy campaign and then someone saying, "No, you should be over here on Instagram stories and run over here and do this." And you sort of don't know where to put your energy and-and with so-- we're all time pull. Let's face it, we-we-we all uh, when I look at feedback studies and uh, when I ask questions of people you know the-the most common complaint is time, lack of time. So, it really is important that wherever we do investing our time and-and-and uh, energy in our marketing, that it is where it needs to be and-and it is going to

delivers the efficiency and results that we're looking for, uh and-and consistently. Because we can keep uh-uh, reinventing the wheel. Every time I reinvent the wheel, that's more energy we're wasting and-and losing.

So my guest today is um, Todd Austin from Fletch Digital and Todd is an absolute wiz when it comes to Facebook marketing and-and social media marketing. And he's just got back from America recently from uh, Social Media Marketing World. So, he's brought back a lot of the latest of what's happening around the place and-and strategies and things like that. So, I thought what a great- what a great way to uh, to help you out and I hope you get some focus if we can have Todd come on the show and talk about what strategies and-and um, you know things we should be doing or where we should be focusing our energies with social media. And the best way to approach it and go about it, given wherein 2019 and social media's maturing rapidly uh, as is the digital world. So um I've thought this interview with uh, Todd and uh, he was fortunate enough to be here on the Gold Coast which is great. Todd lives, comes from Sidney Australia, and uh, I-I-I reached out to even said, "Hey, Todd, do you wanna catch up for an interview?" And he goes, "Hey, by the way, I-I actually happened to be- happened-happened to be on the Gold Coast so uh, at the moment." So um, so we were able to catch up live and-and-and do this interview and it was great. We had a great chat and there's a lot of gems and knowledge uh, bombs as like they call them uh, i-i-in this chat that we had. So, I'm gonna-- uh, without further adieu hand over to this interview that I did with uh, Todd this week. And um, we'll uh, talk to you at the end of the show. Alright, hope you enjoy this one. Take care, guys.

Good day, everybody. I am absolutely wrapped to have Todd Austin in the house today here at the compound on The Business Made Easy podcast from Fletch Digital, Todd, welcome. How are you, mate?

Todd: Yeah, very well. Thanks for having me. It's a pleasure to be on the show.

Jason: Yeah, great. We've just been uh, chatting all about social media marketing which is your area of expertise and um, you've just got back from Social Media Marketing World in- in America, San Diego.

Todd: Yeah. Yeah, San Diego, yeah and uh, also South by Southwest so two big conferences—

Jason: Uh!

Todd: --back to back over there. So, it was a busy time but uh, you know really good to take in those conferences from some of the biggest names that was speaking on it as well.

Jason: Yeah, cool. So, they're-they're both social media?

Todd: Well, Social Media Marketing World obviously is—

Jason: Yup.

Todd: --uh Southwest, Southwest is more broader than that. It actually covers quite a bit. There's several tracks from film and TV and music and then

interactive which covers digital marketing and- and other types of you know, interactive things on the web.

Jason: Mm-hmm.

Todd: Uh, so it's um, there- there was some big names speaking on that, for instance Kevin Systrom and Mike Krieger the- the founders of Instagram were one of the keynotes there. So uh, yeah big names uh, at South by Southwest.

Jason: Sharing their insights. So, social media is-- social media is an area of business that um, I guess, we all, most business owners I talked to struggle with. Um, it can seem like a very easy task to do in terms of we all know how to post something on Facebook or Instagram, etcetera. But um, when you actually start going to pay for advertising or you-you, you go-you go and do your first post in business and I went off first, I saw this Facebook thing looks pretty easy, I'll uh, I'll throw some ads up there and I'll throw some posts up there and then all you hear is crickets, you know nothing-nothing so, could, nothing and yeah, well, it's easy to go out this social media thing doesn't work or it's not gonna last or-or the like. Um, I guess, tell us from a business perspective, what it is about social media that is, that does make it work? And-and, and why there are so many business owners get it wrong and where?

Todd: Yeah. Well, I guess, it-- social media is a really interesting uh, thing that we all use. I think it's pretty difficult to find someone that doesn't have a social media account these days. It's, the numbers are in about fifteen million Australians are active Facebook users.

Jason: Mm-hmm.

Todd: So, yeah, that's pretty much most of the adults in the country uh, are actually on there. So, you effectively have an opportunity to not just sell to people but build relationships with them on social media or, and as far as I, I generally see two aspects of social—of-of a business being on social media or one would be certainly paid advertising. Just like any sort of digital marketing Google ads that sorts of thing. Paying to- to get your ads out there or general website traffic or sales. The other as-- the other half of it would be organic social media content, which is uh, can be just as effective as paid advertising.

Jason: Mm-hmm.

Todd: But it works in a different way and you measure results in a different way as well. Uh, they both-- to me, being on social media or as a business I think it's effective to have both halves that- that make a whole of a-of a social media strategy because with organic social media, you are earning the interest of your audience by generating content that is relevant to them. Valuable uh, gives them information.

Jason: Mm-hmm.

Todd: Uh, and you build a community there. And then when you run your social media ads, you leverage what you learned from your organic social media. What people are actually responding to as far as they continue you're posting, to then get them to be in you know encourage them, become customers, visit your website, make a purchase or whatever your-your goal is.

Jason: Mm-hmm. So-so the organic social media part of it because that's what um, one thing I was sort of been a bit concerned of it. The organic side of it is like your sandbox sort of testing ground. Is it, is that what you're saying in terms of using that to find out what your target market is actually engaging with?

Todd: Yes. Uh, I-I think that yes you, that is a goal but yet, you have, um, other, the other purpose that you would do organic social media for. It's not just a test content but to try and bring value to your audience or your customers in some way that is relevant for them. So, that would be sharing stories about the business that you have or the products or services in a way that is either educational for them or informational uh, at some way for them to get value out of that. And using, knowing how to adopt what you produce as a business uh, to how you-- and-and make it relevant for the audience is really important in getting in to be actually engaged 'cause the goal of- of being on social media is engagement. Getting people to and Mark Zuckerberg said this last year, the beginning of the year when I talked about changing the algorithm is they wanted to have more meaningful interactions on the platform. And I, I highlight Facebook or that's where we sort of specialize, Facebook and Instagram, because it is the main platform. Like I said, fifty million people in Australia are active users there so that's the main um, you know that's the main place where it's doing it and what the trends that happened on that platform generally will drift into other platforms as well.

So when you're-- you know they'll talk about meaningful interactions so, when they first announced that they were, were focusing on meaningful interactions between friends and family.

Jason: Mm-hmm.

Todd: But then a few months later, they mentioned uh, that it's possible and you know it's funny that they discovered this a couple of months later but uh, it is possible. And we know this as business owners that it's possible for people to have a meaningful interaction with the business.

Jason: Mmm.

Todd: And Facebook then announced that, that they were, they acknowledged that and were adjusting the algorithm to suit that, that people can actually have a meaningful interaction with the business. And you see it, oh uh constantly. People love brands like Apple and um, you know maybe to lesser extent Microsoft. Uh, but you know, people love the brands that they uh, where whether, it'd be clothes or whatever, they have, they form a emotional connection to it.

Jason: Mmm.

Todd: And that can happen with any- any business, uh as long as you're, you know as long as the service or the product you're providing is actually meaningful to them then they'll have a meaningful interaction with you. And so, connecting what you're product or service provides to an audience on social media is-is really important. Sometimes it could be just a simple as asking people what their experiences with your product or service or- or addressing pain points around uh, whatever industry you're in. Whatever people are experiencing it that could potentially benefit from your product or service, can be a really great way to build that interaction.

Jason: Mmm. So, you've had some point there about telling a story around, i-is that-is that what you're getting? You-you basically go to-- because it's, I mean, I know I-I've done this one in the past. You-you-you think I'll-I'll put a post there for [inaudible] by my stuff. Um, social media doesn't really work that way, does it for businesses? So, i-i-in the traditional sense where you put an ad in the paper where you know, we've got this one sale today for XYZ, social media is a different based when it comes to that sort of advertising, isn't it?

Todd: Yeah. Yeah and again, Facebook have said that they will-they will deprioritize promotional content. So if you will post, if you post organically, come and buy, yeah you know this product, they will, they, uh, their algorithm did reads what the content is. There, they-they actually have technology that will s-s-s look at the image and assess what's in the image. And if they deem it to be promotional they will-they will deprioritize it as far as it will get rest like restricted delivery in the news feed. So, people are less likely to see it.

Jason: Okay so, so basically, so if you make it as a public post, if the algorithm doesn't like it and basically you're not gonna get the tracks-- it's not gonna get into people's news feed [crosstalk]

Todd: That's right, yeah, yeah.

Jason: --into the Facebook page.

Todd: Yeah. So that promotional content does have a place on social media and that's where the paid advertising comes into it.

Jason: Right.

Todd: So, and it's all-it's all about with the way that I see it, it's all about guiding your audience through their phase from becoming aware of your business to considering and then to convert. So, they might just become aware of your business through organic content uh, and then when they do that more of a relationship with your business uh, online, then that might be the time where you can start serving them ads that have a specific purpose. Maybe website traffic and then eventually to convert. Uh, so, those promotional posts do have a place but it's-it's more in the paid advertising.

Jason: In-in the back end.

Todd: Yeah.

Jason: Once that-once that relationship and-and I guess trust has been established through your organic stuff, is it?

Todd: Yeah. Yeah. Uh, like you have the opportunity with social media to build a, a community. To build relationships with people that uh, like I said bring that value to them. And organic social media is a really great place to do that. It's getting harder to uh, reach an audience on social media so you need to be uh, yeah you need to-- it-it takes a lot of um-- yeah, that's why we-we call ourselves social media strategists. It's-it's the strategy behind what you do and it's when we start with a, a business I guess developing a strategy forum for social media.

Jason: Mm-hmm.

Todd: We break down there, what-what they offer into, we call them content pillars.

Jason: Mm-hmm.

Todd: And we'll have several of them uh, for-for a business and they will essentially represent the key uh, aspects that people are looking for when they're considering a product or service or brand. Um, and you will use your organic content talking about a, you know, a specific pillar um, to then deliver uh, you know that valuable information to someone.

Jason: Yup. So it's about- it's about that that post or that that social media content doing one specific job when you talk with the pillars. I'll take it that you, you don't-- 'cause that's another mistake of I think of some people make, is they try and do a post that's gonna cover absolutely everything.

Todd: Yeah.

Jason: And it sort of the message -- would, it would have been fair to say that pe-people are timed poor when they're shifting through their Facebook and stuff like that. So you really have to be quite specific with your messaging and [crosstalk]

Todd: Yeah. Yeah, definitely, yeah and that's like, like I said breaking it, breaking it down into several aspects. What are the- what are the pain points that my customers are experiencing and how will my products address- address that? And when you can discover that and break it down into a simple form, uh, you will-- and again that comes back to sort of persuasive copywriting and using the

right imagery that someone- that someone will respond to uh, and get them the stop scrolling.

Jason: Yeah.

Todd: Because that is the, you know you generally have three seconds to stop someone scrolling on your— yeah, and [crosstalk] it's not about all the time.

Jason: It comes-it comes pretty quick.

Todd: Yeah, that's right, yeah, yeah. And uh, and so you know, being able to provide um, the enticing copy supported with an imagery that people can relate to, you know, it's-it's not easy to do.

Jason: No.

Todd: Uh, and, but it um, you have the opportunity to uh, you know certainly test content and that's what we're always talking about, it's testing. You know you always gonna be able to test different types of content, um, and committed to that to find out what actually works, what your audience respond to.

Jason: Mmm. Mmm. Um, is there uh um-- in your opinion, i-is-- obviously it's getting harder to um, I guess get cut through on social media particularly Facebook and that sort of thing with so much content coming through. And I seem to have a bit of a prescribed format where it's I think it's sort of like the ver-- to post down as an ad and then there's so many posts down as another ad, etcetera.

Todd: Yeah.

Jason: Which limits the amount of free stuff that can make it into people's feeds. In talking about organic content and you mentioned that uh, using it to, as part of the strategy, but-but is it um, sort of still, I know you sides will flow but does it have the same impact like is it possible to-to just keep going with organic or is it [crosstalk]

Todd: Yeah.

Jason: Hope that my asking a question clear enough but-but it you know um--

Todd: Is it worthwhile posting organic content uh, on-on organic content strategy.

Jason: Yeah, given-given the reduction of it.

Todd: Yeah. Yeah. Yeah. Look, the news feed is a very crowded place.

Jason: Yeah.

Todd: Yeah, there's a lot of ads and Facebook are constantly looking for new places to put ads and they're—

Jason: That's how they make their money.

Todd: That's right and they-- uh, so yeah, like the newsfeed is a crowded place but what is most important is relevance. If something is relevant to someone, then they will engage with it.

Jason: Mmm.

Todd: And if someone engages with a piece of content likes and comments, if they will comment on it, uh, then you're more likely to have other people see that content as well. So, it comes back to what your goals are on with your social media content. And, when you-when you talk about um, certain aspects of your business and you can make it relatable to people and, and they're commenting on it, they're getting value out of it. People learning something from your content or you're encouraging them to interact with your brand, then um, that's where that value is.

And yes, so, like I guess uh, yeah it's, it's not um, like I said, it's-it's possible to still have a, a good healthy organic strategy on social media and the way that I see it is you can't- you can't just do paid ads on social media or on Facebook for instance because if you don't have an organic social media strategy in place but you're doing paid ads and say you deliver an ad to someone that is a new customer, hasn't heard about you before and they visit your Facebook page for instance and haven't and you haven't posted an organic post for a couple of months.

Jason: Yeah.

Todd: It doesn't-- you know it's like-- you know inviting someone over to your house, uh for-for dinner but there's nothing in the cups.

Jason: There's nothing in the cups, yeah.

Todd: Yeah. So that, maintaining that presence there, how little it maybe and I'll-I'll get to how, what you know—what, you know how often you should be posting content. But how little it may be, as long as there's something recent and something relevant and that's valuable.

Jason: Yeah.

Todd: So, as far as uh, like and then I guess where we start with, with people because it's so- it's so big. There's so many different platforms to be on. There's so many, there's so much, when it was possibilities of what you can do on social media or it can be overwhelming.

Jason: Mmm.

Todd: So, choosing the platform that is right for you is- is key and-and when we start with people, when we-- our first piece of advice is just choose one and focus there and get that under control. And then look at many alternatives and what's most important is working out what you can do uh, regularly consistently and-and-and focusing on that. You don't have to post every single day on Facebook to be successful. And in fact sometimes we said, best not to.

Jason: Yeah.

Todd: Because what, what's most important and I keep talking about it, is that relevant content.

Jason: Yeah.

Todd: So if you're just posting content for the sake of posting content then [crosstalk]

Jason: Not relevant to your audience.

Todd: Yeah. You will, um, you will, your content quality will suffer. But if you're posting one great post per week, then you're doing okay. Generally we would say, the minimum you would wanna post on Facebook, would be maybe three times a week.

Jason: Minimum three times a week.

Todd: Yeah. Um, but again, it's whatever is suitable for you. You could you know, you can be posting less than that but um, you know [crosstalk]

Jason: That's the benchmark.

Todd: Yeah. You have- you have essentially um, you know, I don't wanna go too deep into how the algorithm works but there's a, a couple of aspects that, that um, that affect how the algorithm delivers content and um, when you have, when you encourage someone to interact with your content, uh, you'll essentially like say, if someone likes, comments or shares it, uh, you have that one-- from that one interaction, you'll have about two weeks to get that same person to interact again.

Jason: Uh-huh.

Todd: Or you will- you will drop out of it. Your content will drop out of their news feed. So if they'll like your post, they'll-they'll might see some of your content over the next two weeks. If they don't engage again, then they will stop seeing your content.

Jason: Right. Interesting 'cause I have noticed that even in just so it's from a personal perspective, you know um, you've got friends on Facebook that you, you haven't seen anything from for a while and they'll say, "Why haven't you liked my post?" And I'll say, "Well, I haven't been getting them."

Todd: Exactly.

Jason: Like I haven't seen them and it's probably because you haven't liked within that two-week time frame or within that.

Todd: Yeah, ex-exactly, right.

Jason: That's the algorithm fishing out what is it that's most relevant to you.

Todd: Yeah, that's the most perfect example and that's one of the example we use when we talk about um, social media and workshops, is that you look at your personal and newsfeed you have a couple of hundreds friends maybe.

Jason: Mmm.

Todd: And, but you'll only see regular content from it [crosstalk]

Jason: I am an accountant, so I don't really have that many people.

[laughter]

Todd: Um, but yeah, you'll only see a close group of friends. That's the way you'll see content from uh, so and that is the algorithm at work. Yeah, they, they deemed that you're not interested in some of the content that other friends are sharing so you won't see their content. But, the thing to, to notice is that when someone has big news, like they bought a house sort of, they've announced an engagement or a wedding or um, or a baby announcement, then uh, you'll notice that you'll see everyone that are not-- that makes those posts no matter how long it is that you, uh, haven't interacted with them on social media because those big moments are key. That's what, like you said before, meaningful interactions. That, that's what, here's, those big life events are, um, are really important for you know, uh Facebook deems them to be quality content.

Jason: So is that- is that the algorithm actually filtering the posts actually looking at those key words? Happy birthday--

Todd: Yeah. Yeah.

Jason: --happy anniversary.

Todd: Yeah.

Jason: Um, ma-marriage, wedding all those key words are sort of the algorithm is actually—

Todd: Yeah.

Jason: Uh identifying those and going right, that's of significance, boom, posted out.

Todd: Yeah. Yeah. Just like they'll be writing post copy that says if it's promotional, they'll-they'll deprioritize it. When it has the right words in it then they will, um, they will push you out there.

Jason: Interesting.

Todd: So yeah, and they, and like I said earlier they, um, they have technology that actually will um, analyze photos and you know assess what's in them to-to-to work out what type of content it is and that will affect how it's delivered. So, yeah, um, uh, you, um, yeah like those, those big moments and that what you write in your copy and everything like that is, is really important. Um, and, and that's again, coming back to the strategy or content pillars, those big life moments are, are really important.

Jason: Mmm.

Todd: Uh, so, and whatever business or service it is that you're promoting or you're talking about on social media. Uh you know, this somehow can you work in those big life moments to your content.

Jason: Those big life moments, yeah.

Todd: Uh so you know, like if you're uh, an automotive dealership. When someone picks up a new car—

Jason: Mmm.

Todd: --that's a big life moment. Everyone is excited when someone gets a new car. Real estate agents when someone picks up the keys for their new house.

Jason: Mmm.

Todd: Uh, when you maybe when, you know is a tax accountant maybe when someone gets a really good tax return.

Jason: Yes.

[laughter]

Todd: You know? Uh, those sort of you know, those events [crosstalk]

Jason: You couldn't relieve her eyes when she came in just gonna have it.

Todd: Yeah. Well, you know, so--

Jason: To get her refund.

Todd: Yeah. Yeah. So um, it's, it comes to, when you're talking about organic social media you're thinking about your business and service more literally. You know what, what value you're bringing to people like real value. Um, uh, and-and

how can we, uh, en-encourage that interaction from already inspire by talking about that those lateral topics around their business.

Jason: And so, so I take from that, if you, if you've identified the life moments or you've identified those critical thing which they didn't happen in every business all the time. But um, I guess it's being attuned, it's being aware of them, is a being open to finding them. But- but then I guess the trick then is to really tell a story around that moment rather than sell that moment.

Todd: Exactly, yeah.

Jason: Is that, is that right?

Todd: Yeah, I'm really glad you choose that word story because that is essentially what, we as humans are geared to do is, uh, tell and share and- and listen to stories. And being able to um build a story around that piece of content um, and shared it on social media is a, is one of the best ways to actually get people to interact.

Jason: Mmm.

Todd: Uh, and then that, yes, so you think of yourself as a-- when you're talking about organic social media, just think of yourself as a storyteller.

Jason: Mmm.

Todd: Yeah have a, um, have a beginning, middle and end to-to your content post. Um, tell the continuing story over um, a series of weeks and, and it, you

know it can be as simple as um, you know, like um, you know maybe a, a particular employee has a, a story about why they are working in that business and why they love what they're doing.

Jason: Mmm.

Todd: We have clients in the um, health of like retail health industry and they uh, each person that works there has a story where a family member took up, um, their service, their offering and it you know, with that kind of means in words, it changed their lives. That that was how uh, you know, the service that they provide how important it is. And the-- when we have the employees shared just those little snippets of stories uh, they really and you know, you can see how they get emotional when they talk about it because it is- it is life-changing what they can do.

Jason: Mmm.

Todd: And um, the honesty and the authenticity that is uh, that comes out of those, those, just those regular employees at this company, uh, really sells-- I mean you know, like I sell, it really uh promotes that services meaningful—

Jason: Yeah.

Todd: --important and-and actual, add that human element to it.

Jason: We're seeing engagement as you're talking about like that, that makes it easy for people along social media to engage with that 'cause I resonate and relate to that.

Todd: Yeah. Yeah.

Jason: That some sort-- that story. Cool. So, with um-- I can talk about this, this stuff for hours 'cause I find it fascinating. Um, the psychology behind it all you know?

Todd: Yeah. Yeah. I can keep talking too, you know? My problem is the time to turn me off, I think sometimes.

Jason: Um, the, uh, with that in mind so, so basically just to recap it. It-it-- we-we wanna have an engaging story about life moments around their business or-or-or service that we offer. Um, is it open to every business? Like, and you touched on this earlier so I guess um, is every business uh, able to do this on Facebook or no matter what sort of industry or does it depend on them, would you choose a different medium or?

Todd: Yeah, it uh, like I said, there's a lot of options and it can be overwhelming to choose the right thing. So, working out what, what-what you have, the resources to invest in and, then what are the potential benefits from it? Or, if you invest in something are you withdrawing from something else?

Jason: Yeah.

Todd: You know because there, like there are so many options. It's really comes to uh, you have to apply the same uh, thinking to it as to in any aspect of your business. Do I, you know, is it worth, the time, the money to do this?

Jason: Mmm.

Todd: So, and then, I mean in saying that, I believe that any business can benefit from having a-a-a presence on social media—

Jason: Yup.

Todd: --in some form. Um, and you know, there are different levels of- of um--

Jason: Involvement.

Todd: Yeah, in-involvement that you can have. You don't have to, you know hire big agency and have people on twenty four hours a day. But you can- you can do a little um, and you know, um, and if you start saying response then increase-- uh, so, yeah.

Jason: So would- would-would-- in your opinion, would Facebook be just a great starting place for any business to sort of just get started in or would you say, "Well, no, look, you really need to look at the talk of business here. You'd be better off situated to LinkedIn." Um, try that first or get to do to each of the platforms, give your better boast as a starting points for instance, I guess is.

Todd: Yeah and that comes down to what industry you're in.

Jason: Yeah.

Todd: Where your-- who your audience is and what information you wanna be, you know sharing there as well. So, yeah, definitely uh, LinkedIn is really a B2B

uh, you know focused platform. It's, it is a social network though which um, it's not just a networking platform. It is a social network so you can, you can position yourself in there around your industry as a thought leader. And you can also, you know generate leads and they have a really effective advertising there as well.

Jason: Yeah.

Todd: And, um, so that can be really powerful for certain aspects. And then you know, if you're in, um like certainly Instagram for fashion is it probably the key place to begin.

Jason: Food.

Todd: Uh, yeah, food as well and then I, uh, yeah so cafes and restaurants can benefit really well from having um, a presence on, on Instagram. And yeah, and then, but then on Facebook as well like it you can still um, you know, like I keep coming back to that fifteen million people in Australia, [crosstalk] are active Facebook users so--

Jason: Yeah, yeah. It's a big audience, isn't it?

Todd: So, those B2B people that are on LinkedIn and interacting there are gonna be-- [crosstalk]

Jason: They're on Facebook as well.

Todd: --they probably got a Facebook profile as well.

Jason: Yeah.

Todd: Um, so yeah, it depends on um, what's most relevant for your audience? What are you communicating and, and-and how they response. Sometimes it, it's a matter of like, like I, I said before, you know, we've generally said- generally said, pick one platform, focus on that and get it right.

Jason: Yeah.

Todd: Get your processes down and then worry about expanding later on into other- other areas. I mean Pinterest for one is, can be uh, can be for some businesses, one of the biggest drivers of website traffic. Um, so you know [crosstalk]

Jason: And it's bit of silence sleeper, the social media world. Isn't it?

Todd: Exactly, yeah.

Jason: That like it did, yeah, it's like- it's like everyone sort of like a silent peanut.

Todd: Yeah. Yeah.

Jason: And-and we all have a Pinterest to care but no one actually says, "Oh, check me out on Pinterest."

Todd: Yeah. Yeah then you'd say, you can apply effective strategy to being on Pinterest having a business profile there. Uh, that will become a, a great driver of website traffic. And, you know around that, you know something is simple as

pinning things that are relevant to your business but not necessarily salesy and we, we talk about an eighty-twenty percent uh, rule there. Have eighty percent um, uh, um, eighty percent uh--

Jason: The valuable content?

Todd: Yeah. Like um, feeling and, and that kind of uh, around the actual what you are doing and twenty percent product.

Jason: Mm-hmm.

Todd: So, you know if you're uh, um, you know say landscaping or interior decorator or something like that have moodboards.

Todd: Yup.

Jason: That within those moodboards, you-you have uh, um, twenty percent of that is a, is this product push, you know? So, you, um you know, you get discovered by the moodboard uh, content and then that can uh, feed into your product or service after that. So, um, yeah, like it-- like I said there's lots of options, it's just working out what's- what's best for you.

Jason: Which one is. So, so to put that into sort of practical terms for people um, would it be fair to say that the- that the starting point before you're looking starting a social media journey, get clear, relatively clear about where you think your audience is mostly hanging out.

Todd: Yeah.

Jason: Um, so get clear first about your audience, where they're hanging out and then sort of, I guess hang out and start, start somewhere in-in that, that pond.

Todd: Yeah, yeah. And look, you know, do some stalking.

Jason: Yeah.

Todd: Have a look at and stalk your competitors. Have a look at your uh industry, look it on Instagram search hashtags.

Jason: Mmm.

Todd: On Twitter same thing.

Jason: Mmm.

Todd: Just search hashtags around your industry and see what people are talking about.

Jason: Mmm. Mmm.

Todd: See where the conversation is like and whether you feel like you can bring something to it.

Jason: Mmm.

Todd: Um, yeah. Don't be afraid to be a stalker on social media when you'll wanna-- when you wanna find something out because there's a lot of content out there, um, and you just need to work out where you fit into it. So, um, yeah. Definitely uh, do some stalking. [laughs]

Jason: [chuckles] Stalk, stalk away.

Todd: Yeah. [laughs]

Jason: So with um, with that, um, there's a lot of talking out there nowadays with um, whether or not, uh you should be doing video versus just normal posts. Um, what are your thoughts around the video scenario? What you've seen in the industry?

Todd: Yeah. Uh, I guess with Facebook has really changed a lot since it sort of uh, picked up steam in the you know, mid 2000s um, and how people view content has really, really changed as well. So, they used to just be status updates originally, not no real photos and then photos became uh the better piece of content then you used to be able to share YouTube links on, on Facebook as well and the video would play in the platform uh, but then Facebook introduced native video which is where you upload the video straight to Facebook and that'll, that'll live on in a feed.

Facebook have become a place where they, they want to um, they wanna keep people within their ecosystem.

Jason: Yeah.

Todd: So--

Jason: They wanted to stay on Facebook not to [crosstalk]

Todd: Yeah. So, now you'll notice when you share a YouTube link or you see a YouTube link in um, in the Facebook feed it doesn't play. You have to leave Facebook to do that and it the actual you know, box that you see that is the YouTube link is smaller now and--

Jason: Uh-huh.

Todd: --and they-they don't wanna you to click on that.

Jason: Yeah.

Todd: Where and those posts will suffer from organic reach.

Jason: And you're not going to get the traffic.

Todd: Yeah. So now, native video is becoming-- it will become uh quite a good source of content.

Jason: Mm-hmm.

Todd: Um, and with Facebook as well depending on the type of video or the type of um, content that you're sharing um, long-form video which is you know, three minutes or more, um you know cannot be the greatest content for Facebook. Shorter videos from fifteen seconds to a minute or-or less than three minutes as

uh, tends to be what we see is the best type of content or video content for Facebook. So, keeping it short and snappy and keeping an interesting [crosstalk] is really--

Jason: What was-- why is that do you think?

Todd: Well, yeah. There's-- uh, a couple of theories for this I guess is what people are looking for when they enter their newsfeed on Facebook. Uh, there, they might not be looking for a, a video of you sit down and focus on for 5 minutes or 10 minutes or whatever. Um, YouTube is still really good for that, that sort of content that longer form--

Jason: Because you're seeking it out.

Todd: Yeah, yeah.

Jason: You're seeking that content out, is that work.

Todd: Yeah. Uh, where Facebook you know, what are people doing when they are looking at their news feed, they want that snackable content. They want something quick. They might just be waiting for a coffee or they in between meetings or they were on that, on the uh, you know, waiting for a bus. They, they're not looking for something to sit down and watch. So, when you're creating video content you wanna be focusing on getting the key information out really as quickly as possible and, and keeping that the whole production nice and tight.

Jason: Yeah.

Todd: You have-- like I said, you have three seconds to stop people scrolling.

Jason: Mmm.

Todd: So, that first you know, three seconds of your video is super important.

Jason: Yeah, yup.

Todd: You need to um, you know, make sure that you're uh, getting people to stop scrolling and delivering you know, relevant information for them in that short space of time. And then you're looking at uh dragging people across some key uh, times in that video as well if you can get people to watch more than 10 seconds. Um, then that's, that's a really positive thing. So, what are you going to talk about in that, that piece of time between 5 seconds and 10 seconds just to keep them interested? The more likely uh, the- the more, uh through players your video gets the more like the better off, um [crosstalk] the algorithm detects that content. So, if you have a one minute video and people are watching the whole minute, uh, then they're more valuable that Facebook deems that content to be and therefore it will um, perform better.

Jason: Interesting.

Todd: So, um, and then in saying that, uh live video as well now is you know, it's been around on Facebook for a little while and it's um, gradually becoming more popular. And the interesting thing about and this comes from Facebook as well as that live video gets six times the engagement than regular video on Facebook. And that uh comes back to uh what, what-- I guess what the type of content is

there. People are actually able to tune in live and watch a live video from anyone, anywhere and if you are making that content that live content um relevant engaging people are compelled to comment and if you are able to respond to them either in the video or, or in the comment section as well or you know when, when we do the live productions for people we'll have uh you know, a team actually monitoring the comments and responding to people in the moment.

Jason: Keeping that engagement going.

Todd: Yeah. Yeah.

Jason: Because that would feeds the algorithm or it's--

Todd: Yeah. So, yeah, live and then look a live video it could be five minutes long.

Jason: Mmm.

Todd: And that can really be enough to get uh you know, generate a lot of engagement, general a lot of interests uh, when generally when people, when you go live people that follow your page will get notifications.

Jason: Mmm.

Todd: Saying that you're live.

Jason: Mmm.

Todd: Um, you can promote that live and you can you know, um, whatever it may be, whatever you wanna promote at that time you can really bring a lot of value and bring it a lot of um, and I guess that comes back to and overall kind of uh, um, you know, while we're on social media and that's to be more human.

Jason: Yeah.

Todd: And something that's something you could convey in a live video is, is your human side of your business.

Jason: Yeah. Yeah.

Todd: And that's something that gets talked about quite a bit in social media circles as humanizing brands and businesses.

Jason: Yeah. Yup. Um with the live, have you seen any benefit between-- and I've seen a little bit of this coming through, where people are announcing that they're going live at a certain time on a certain day at a set regular time. So, you might have a regular live feed you do on Fridays at 10, 10:00 AM.

Todd: Yeah.

Jason: Um, and you announce that share that on your page etcetera versus just going live instantly, have you seen any data around or--

Todd: Yeah.

Jason: Results around it?

Todd: So, yeah, like you're um, think if you're live broadcasters or if you think about how you know, a TV show is promoted. You'll see or a movie you know, you'll see marketing advertising supporting that drawing attention to it. You can use that same strategy to talk about your live. If you just go live, like um, you know, yes you can still get interest at the time but if you tell people that you're going to be live at this time on this date and talked about that.

Jason: Mmm.

Todd: Several times leading up to that moment, um, you'll have the opportunity to build more interest around it.

Jason: Mmm.

Todd: And you know give away uh, you know or-or um, tempt people to watch it. You say we're gonna reveal, there's a big reveal happening on Friday at 10:00 AM.

Jason: Yeah, [inaudible].

Todd: Yeah.

Jason: Yeah.

Todd: And uh, you can schedule a live uh, post in your Facebook page.

Jason: Mm-hmm.

Todd: And you can actually um, and if people can then, um click that they're interested in it and they'll get a reminder when it uh--

Jason: Oh, okay.

Todd: When you are going live.

Jason: That's interesting.

Todd: And you also that post lives in your news feed and it actually has a countdown clock in it.

Jason: Yep.

Todd: As well. So, you can -- Yeah, you can use that to build interest and- and whatever it be that you're-you're doing um, you know, and then it comes back to your content pillars. You can-you can use that same content pillar strategy--

Jason: Yup.

Todd: To, for your content, if you're live.

Jason: Yeah, I think that probably the trick there is to be if you are going to schedule a live thing to happen at a particular point in time you wanna make sure that you're giving that value in that live feed.

Todd: Yeah.

Jason: I'm sure we'll see those feed those lives there. People go, "Okay. Um, thanks everyone for being here. I'm just going to wait. Um, it's gonna get more people to come in there. Oh, hi Judy. Hi Joan."

Todd: Yeah.

Jason: You know, hi -- and then like it's just a complete waste of time.

Todd: Yeah. Yeah.

Jason: Um—

Todd: And let's see that's um, that's -- yes there is um, a strategy behind that because yeah you wanna try and get the most audience and deliver the most value in the moment but what is important to consider when you're doing a Facebook live is that the video lives on in your news feed.

Jason: Mmm.

Todd: So, people don't have to just watch the video lives that can--

Jason: Mmm. Yes.

Todd: --it could be here to live it into their news feed at a later date. So, if you know, if you don't bring any content in that first 30 seconds while you're waiting for more people to join the live.

Jason: Yeah, it wasn't.

Todd: Then why would people that get there, that get delivered the content like at a later date why would they watch after 30 seconds where you're not talking.

Jason: Yeah.

Todd: So, and that comes back to I guess plan, why do you plan out your lives. What you're gonna do? Yeah. Like have some bullet points.

Jason: Yeah.

Todd: Don't necessarily read from a--

Jason: Script.

Todd: --a script, but have bullet points.

Jason: Yeah, if I'm were--

Todd: Now, what you're gonna talk do some-- Yeah, do some practices.

Jason: Mmm.

Todd: And um, make sure that you're, uh, what the content would like, yeah, every moment that you're alive is a valuable moment. You need to be making sure that you're utilizing that.

Jason: Mmm.

Todd: Um, and-and bringing out values. So yeah, if you're waiting for people to, to come in before you do your big reveal in the live make the content interesting.

Jason: Yeah.

Todd: Um, uh, you know.

Jason: Yeah, it has to be-it has to be giving value I think. I'll-I'll switch off from so many lives because it's just, it just-- you have time for we are all time poor and-and you- you may like that person's content or you may like what their message is, but if they're going to get in there and waste your time, there's a-there's a fine line between, yeah I'll put up without it.

Todd: Yeah, yeah.

Jason: And-and-and I won't-- I heard the- I heard that you mentioned the um, doing some practice runs. I think that's a grand idea and-and having a framework.

Todd: Yeah.

Jason: As to what-- or-or starting with what the outcome is of this live presentation I'm going to do. What do I want my view are to go away with that's valuable and going to impact their day.

Todd: Yeah.

Jason: I think if you could start with that central theme and just, just talk to that through the thing and-and respect people's time you probably have a what [crosstalk]

Todd: Exactly. Yeah. Yeah.

Jason: Um, engagement. I did here a good strategy. Um, uh, I was told that you can create a just a dummy Facebook group or yeah, dummy Facebook group and you can do your live testing in there. So, you just go and do your practice runs in there. You don't have to actually go--

Todd: Yeah.

Jason: --live.

Todd: You can actually um, from a personal profile you can go live, from anyone can go live on Facebook from their personal profile.

Jason: Sure.

Todd: So you can actually, uh in those settings when you're creating that post you can actually choose who you want to see that content.

Jason: Oh, it was just--

Todd: And there's an option to shoot to only me.

Jason: Oh!

Todd: So that's something that that um, that we do uh, regularly when we're testing, just testing equipment, testing microphone, making sure that audios right, uh just go live to only me and no one else will see it.

Jason: Yeah. Uh, that's a good point. Yeah.

Todd: And um, and that way yeah, that you know, you um--

Jason: You can practice.

Todd: Yeah. You do your practice and you test your equipment, test your internet connection.

Jason: Yeah.

Todd: Making sure that everything's in order before you, uh you know--

Jason: [crosstalk] Hmm, yeah. [laughs] Yeah.

Todd: Yeah, because yeah, once you-once you go live that your, yeah, you're out there. You're ready, you're you know, people are gonna be tuning in.

Jason: Yeah.

Todd: That's gonna be um, you know, existing in your digital footprint so, you wanna make sure that um, that your--

Jason: You don't have open sales bloopers.

Todd: Yeah, exactly. Yeah. So, yeah, practicing run through and um, but you know what? Sometimes you just have to um, like a little saying before that, you know sometimes you just have to start to know um, what you need to improve but if you-if you never start then you'll never--

Jason: That's it.

Todd: --no one would benefits' it.

Jason: Yeah. I think it is a matter of having a go at you know like, just-just uh, and then important point on what you're talking about there to with the-with the practicing is, also tell your wife when you are going live not to um, that you, that you are because I had the situation where I was at the office doing a live thing and I was one of my very early once. I was already pretty nervous about doing it and um, my wife was out, and Melissa was out in reception and, and um, she was watching on Facebook um, because she knew I was there but she decided to barge in the room and say, "I don't know that it's working." You know, that it actually was already.

Todd: Yeah. Yeah. [laughs]

Jason: So-- [laughter] Well, it was working, it was. [laughs] It was working I guess not bad. [laughs]

Todd: Yeah. Actually that's a good point as well. If you- if you are going live and you are nervous that you're not going to have any interaction then ask someone to- to you know from your business or, or friend to, to tuned in and even ask question.

Jason: Mmm.

Todd: And that can just help get the ball rolling. Sometimes there might be people wanting to ask questions.

Jason: Yeah.

Todd: But there-- no one wants to be the first. So--

Jason: Just need their icebreaker.

Todd: Yeah.

Jason: Yeah.

Todd: So, you know, plan out a couple of things that you wanna talk about, uh, but then ask someone to ask a question.

Jason: Yeah.

Todd: Um, and that could help uh, that could help your engagement.

Jason: Good idea, yeah.

Todd: Yeah.

Jason: That's some great ideas there. Fantastic. Alright. So live give-- So, live is definitely the way to- to go.

Todd: Live is somewhere you should be uh, can certainly considering.

Jason: Yeah.

Todd: For being on, on Facebook or Instagram at the moment and even live is coming to LinkedIn too.

Jason: Oh, really?

Todd: Yeah.

Jason: Yeah, yeah.

Todd: Some businesses, some brands or-or people on LinkedIn already have it.

Jason: Yup, yeah.

Todd: And yeah. So, it might be just a matter of time before [crosstalk/inaudible]

Jason: For that starts to--

Todd: Yeah.

Jason: --to come out, yeah. Just um, alright. So, just before we get off video um, and if you're doing native or so pre-recorded video and that's sort of thing.

Todd: Yup.

Jason: It's a good idea to have capture uh, to have captions is it?

Todd: Yeah. I think it's uh, around about seventy percent of people watching video on, on social media watch it with the sound off.

Jason: Right.

Todd: So if, you- you need to, uh create your content for, you know the broadest audience.

Jason: Mmm.

Todd: So, and that, that can include having captions on it.

Jason: Yeah.

Todd: Um so, people can watch it with no sound because if you know, not everyone might have their headphones in. If your content uh, gets delivered in theirs they don't want to turn their sound on.

Jason: Yeah.

Todd: They probably won't stop for it.

Jason: Yeah.

Todd: You know there's nothing, nothing worse than being on a bus or you know, try--

Jason: Yeah.

Todd: [crosstalk] on public transport and um, you know, hearing someone watching a video, so.

Jason: Yeah they're not gonna turn out there's a coffee shop, you know.

Todd: That's right. Yeah.

Jason: Ordering their coffee and watching your video.

Todd: Yeah.

Jason: They're probably more inclined to.

Todd: Yeah, yeah. So, yeah, definitely captions um, are beneficial and you can add captions to any video uh, through Facebook as well.

Jason: Right.

Todd: They actually have a um, software in there when you add a video that will generate captions for you.

Jason: Transcribe it. Uh-huh.

Todd: And yeah, and um, and YouTube have this as well and there's other applications on the web that, that also have it.

Jason: Mmm.

Todd: Uh, you can go in and then edit them as well 'cause that out there might be something uh--

Jason: Yeah.

Todd: You know, might get the odd word wrong but yeah, you can edit those captions and, and do it right from Facebook so.

Jason: Particular with an Australian accent. [laughs]

Todd: [laughs] Yeah. Yeah.

Jason: I say to you, like I've put some transcript from the podcast when we-when we submitted to the transcribers like they just can't get the Australian accent and so, and so.

Todd: Yeah. [laughs]

Jason: Yeah. So let-- that's awesome. That's, that's some fantastic um, points there as to where people should be with, with social media, or with the Facebook side of things in video and particularly live. Um, what -- can we cross over to um, social media marketing world. You've just got back from there which is massive and-and um, South by Southwest conference.

Todd: Yeah. Yeah.

Jason: What was your big takeaway from- from these conferences in terms of-- because I mean, I've been to social media marketing well myself and it, it's just an absolute my field of-of valuable information in terms of the latest of trends and what's happening out there, some of the biggest names in the world uh, in this space. What were your big takeaways from these conferences that, that you could share with people that that you know, I guess that they could implement or should be looking to implement?

Todd: Yeah. Um, well, yeah. I mean I guess the biggest uh, the biggest thing that's-that's been coming through social media, the social media industry in the last couple of months is you know, Facebook announcing some major changes to their platform and they've gone from talking about uh, the never on the world to be more open and connected.

Jason: Mm-hmm.

Todd: That so now they're focusing on privacy and encryption.

Jason: Mm-hmm.

Todd: And that really seems at odds with what social media initially started out as. And from social media marketing world certainly Michael Stelzner's opening keynote was addressing because this, that the, this conference was marks, two weeks after, Mark sort of made those announcements.

Jason: Yeah.

Todd: So, yeah, Michael Stelzner opening keynote, Mari Smith and Mark Schaefer the three big keynotes of the event were uh, talking about how you know, dissecting what they mean by this and what how the platform is going to change and so, some of the biggest takeaways is that, well for one Facebook has been a uh, a feed. Their Facebook is built around the feed model.

Jason: Yup.

Todd: And now they're transitioning to a feed plus stories model.

Jason: Mm-hmm.

Todd: So, and that's Instagram stories, Facebook stories now have it and that that stories um, uh, format is something that uh, sort of came out of Snapchat it's that just disappearing content.

Jason: Yeah.

Todd: The content only lasts for twenty four hours. It doesn't have to be perfect, it can be filmed quickly and shared quickly and it doesn't have to be you know,

you don't have to be worrying about it existing in a digital footprint because it's going to disappear.

Jason: Mmm.

Todd: Um, and certainly the growth of stories uh, is- is been really huge for Facebook. It's actually growing fifteen times faster, the content in stories fifteen times faster than--

Jason: Interesting.

Todd: --than the newsfeed content. And that gives you an idea of the actual scale that we're looking at here. Um, there's more than four hundred million active, uh, Instagram stories users uh in the world. Um, so, huge. When you consider that Instagram has, um just over a billion active users, uh, that's most of them are in stories. And that's because um, the type of content that is being shared there is like I said um, easier to produce quicker it doesn't last. So--

Jason: Mmm.

Todd: --we're not having the perfectly curated Instagram feeds of beautiful artistic shots. Uh, we're just getting more human content from people because it doesn't have to be perfect.

Jason: Yeah.

Todd: It can be shot on your phone. It can be just a quick video or a quick photo.

Jason: They've got all the editing tools on there. You can jazz it up
[crosstalk/inaudible]

Todd: Yeah, if you like. Yeah, you can add stickers and texts and you can tag people and check into locations just like you can with a normal post but, um it is quickly juice and-and, and then doesn't hang around. So like I said that you don't, you don't have to be concerned about your digital footprint so much.

Jason: Mmm.

Todd: Um, so, and then they've, the -- I guess one of the other main things is Mark Zuckerberg talked about the Town Square analogy and that's what social media or Facebook certainly began as. That's where everyone could go in the Town Square and you could see and hear content from, from anybody and we all had access to it and it and it um you know, became a great community with this open and connected place.

Jason: Mmm.

Todd: And now the, you hear they're talking is certainly Mike Krieger and Kevin Systrom talking about this as well as Mark Zuckerberg all around about the same time as the living room analogy as opposed to the town square.

Jason: Mm-hmm.

Todd: So, and when you consider what those analogies mean, the Living Room essentially uh, you're more likely to share um, more with people that you invite into your Living Room.

Jason: Sure.

Todd: Um, the more people you invite into the room, the less that you will share or the more you will consider what you're going to share.

Jason: Yup.

Todd: Um, and the less open you will be because there's just more people there.

Jason: Mmm.

Todd: And that really is what-- that does representative of where we're heading in social media is that um, the platforms are now realizing that people are um, sharing less in this public Town Square place uh, where they're sharing more in the clothes room. The living room space. And being able to understand that and the differences between those two places is really beneficial to success on social media. And understanding how um, you can leverage those closed rooms.

Jason: Yeah.

Todd: Those smaller spaces um, to be beneficial like um, if you're considering watching someone's uh Instagram or Facebook stories, um, that is generally a-a smaller space.

Jason: Mm-hmm.

Todd: Um, generally there, from there you will go into uh, a DM space which is a private chat.

Jason: Mmm.

Todd: And um, that can be really valuable for businesses and some um, you know, some speakers that uh, social media marketing world, um, even say that they um, you know, measuring the success on say Instagram get purely by how many DMs you get.

Jason: Okay.

Todd: And you can use that aspect as uh, from a business point of view as well. Um, uh, you know, inviting people from watching your stories. And your stories will go out to people that follow you or depending on if your hash tagging or user locations um, and then inviting them into you know, ask the question in the DMs about whatever the topic is.

Now, you get to slightly uh-uh slightly bigger closed room. You're looking at Facebook groups—

Jason: Mmm.

Todd: --where a private uh Facebook group that's formed around a particular topic.

Jason: Mm-hmm.

Todd: Uh, it can be really valuable space for anyone that's a member of it. And you're um, able to-- I mean I'm-- I know I'm a member of a few groups. I know--

Jason: Yeah, yeah, yeah.

Todd: --um, we're-we're in group together and um, you know, how valuable they can be for the members of the group when people are sharing what they've learned or asking questions and helping each other.

Jason: Because it's uh, because it's a common interest too isn't it?

Todd: Yeah.

Jason: All the members of that group are in that group for a common interest.

Todd: Yeah.

Jason: So if your product is I don't know, mowing lawns or something like that and everyone's in the lawn mowing group or interested in lawn mowing you know, the discussions gonna be around that. You're gonna be comfortable talking and learning and sharing and running.

Todd: Yeah, exactly right. Yeah. So--

Jason: So, it's not what that, were getting at it.

Todd: Yeah. Yeah.

Jason: I think at social media marketing where was sort of uh, that-that groups are still very much [crosstalk/inaudible]

Todd: Oh, yeah. So, yeah. There's um, I think Sheryl Sandberg that from Facebook uh, mentioned the other day that there's over four hundred million individuals uh, are part of groups on Facebook globally.

Jason: Wow.

Todd: Um, so, they're-they're big- they're big place for social media or and just at the um, Facebook Developers Conference uh, just the other week. They announced that they're actually redesigning of you know, they've-they've got a new design for the app and for the desktop version of Facebook and that's began, that's already began rolling out.

Jason: Oh.

Todd: And, what you're seeing there is more easier access to Facebook groups.

Jason: Right.

Todd: Stories will be a bit more prominent. And this is where that feed plus stories model is going to be more prevalent here on this new design.

Jason: Yeah.

Todd: Um, so what we're seeing and this is something that I've kind of noticed and when I talk about those two analogies, the Living Room and the Town

Square what I think that we're going to be seeing is yes, those spaces are becoming more prevalent and um, what this new design will do is allow people to move in between those spaces more freely.

Jason: Mmm.

Todd: Um, you, when you wanted to make a post into a Facebook group for instance uh, from the app.

Jason: Yup.

Todd: Prior to this new update you had to go, you had to navigate to the group and then to post there.

Jason: To post into it.

Todd: Now, you'll be, you're able to initiate a post from your normal area and only select that groups.

Jason: Select, yeah.

Todd: Yeah. So, the streamlining how you can contribute to groups, uh, because they're so-- there's such a valuable place for social media and that's a representative of this small of room uh, analogy.

Jason: Mm-hmm. Yeah, interesting.

Todd: Yeah. So, yeah, there's big concepts as sort of what came out of um, you know, social media marketing world for one and- and they were- they were touched on in South by Southwest as well from a couple of the big names. And yeah, the focus is on privacy encryption and-and I guess that's what um, another thing that Facebook announced as well this year is that they're um, there, they have WhatsApp, they own WhatsApp which is an encrypted uh, messaging platform which you know, just about everyone on the world [chuckles] has um, uses that, that messaging platform. They're going to um, roll out that same level of encryption that end-to-end encryption uh, to Messenger, the Facebook Messenger.

Jason: Oh, okay.

Todd: And also Instagram.

Jason: Yeah.

Todd: So, you'll be able to message people on messenger encrypted all your messages we encrypt a Facebook won't be able to see what they are.

Jason: That's right.

Todd: Um, and what they're also doing if those three platforms is combining those messages. So, you'll be able to send a message on one uh, and some will be able to read it on the other. So, Messenger, WhatsApp and Instagram, the DMs will-will, um, effectively go to all, of those platforms.

Jason: All-- yeah.

Todd: And that becomes really powerful when I talk about being able to initiate a conversation in stories.

Jason: Yeah.

Todd: And ask for people to DM your question or, or um, you know, reach out to you on, in DMS on Instagram. You will be able to then manage that conversation through Messenger chat, uh from your desktop or if you have a team of uh customer service on Messenger.

Jason: Yeah.

Todd: Then that communication will be able to be handled there and that platform is really powerful as far as being able to um, you know, uh, you know, handle customer inquiries and then we're also in a place now where uh BOTS of-of becoming quite prominent on--

Jason: Yeah. I was gonna ask that. Yeah.

Todd: Um, but question uh, BOT um, uh, BOT marketing is becoming a big thing now and being able to um, utilize a BOT to qualify customers.

Jason: Mmm.

Todd: Uh, through Messenger. And that-that will um, you know, I'm-I'm predicting that that will actually roll out to Instagram DMs as well be able to utilize uh, BOTS to handle that first uh communication and qualify customer.

Jason: Yeah. Yeah just filter out the- the lower end questions to--

Todd: Yeah. Or yeah, direct people into the right, right space.

Jason: Yeah.

Todd: And I think that that's where somewhere where BOTS will be um, very valuable in, in that as well. And, and I think that generally what we hear as well as um, uh, that you know, people are okay with talking or using BOTS—

Jason: Yeah.

Todd: --for communication. As long as they're aware that it's a BOT.

Jason: Yeah, yeah, yeah.

Todd: And as long as that when at the right moment a human takes over.

Jason: Yeah, takes over, yeah.

Todd: So, yeah. It's uh, yeah. Like uh, you know, there's a couple of big things there and I think that it's--

Jason: Mmm.

Todd: That, um, that privacy and encryption thing is going to tie everything together, um, but we're yeah, the social media is evolving and certainly

Facebook is. And there, you know, they've learnt how people are using the platform.

Jason: Yeah.

Todd: And they're adapting to it.

Jason: Yeah.

Todd: And really it's in the benefit of the users.

Jason: Yeah.

Todd: And, and businesses just have to-- I think the most important thing is arming yourself with the knowledge of what it all means and how it all works, so you can provide the best value to your audience.

Jason: Yeah, I think um, I think how-how, how it applies to your business I think where you can-- I think if you get an understanding of how, how it works and then cherry-pick how that applies to your business.

Todd: Yeah.

Jason: Because you know, um, and you touched on it before you don't wanna be do-- you don't have to do everything.

Todd: Yeah.

Jason: You don't have to go everywhere.

Todd: Yeah.

Jason: You just, you just need to do something consistently and-and something well, something that you touched on their which uh, really got a lot of value out of was this concept of um, the groups and it's almost like- it's almost like in terms of the evolution of-of social media. It's got to a point-- it still sort of started off that everyone was on learning social media. Everyone was signing up to join Facebook. Everyone's getting Instagram and learning about the platforms and those-- we've all been on there for a while now and now are actually becoming a little bit more discerning about what content or where we're gonna hang out on social media because we know how to use it now.

Todd: Yeah.

Jason: Oh, I've only got limited time. So, I'm only gonna hang out in a group that I'm actually interested in or in, and in it like a room as opposed to the Town Square.

Todd: Yeah.

Jason: I'm just gonna hang out in this room over here because this room is all about lawn mowing. I don't know why I keep talking about lawn mowing, so whatever.

Todd: [laughs]

Jason: [chuckles] But let's get a thing. But that this room is about lawn mowing. So, I'm gonna hang out here with the lawn mowing people um, because I've only got a limited amount of time and that's what I'm interested in.

Todd: Yeah.

Jason: And I think if you could whatever product or service uh, our listeners um, business is in if they can actually build a community around people interested in that.

Todd: Yeah.

Jason: Because you don't need to be in front of everybody. You only need to be in front of people that are interested in what you're selling.

Todd: Yeah, exactly.

Jason: Don't you?

Todd: Yeah.

Jason: Um, and create community around that and story around that like as we've been talking about all, all through today.

Todd: Yeah, yeah. So yeah, it's all about finding what's relevant and thinking laterally about what service you provide and what it means and-and you know, I'll tell you what there's nothing better than a freshly mowed lawn you know, and--

Jason: Yes. [laughs]

Todd: A good friend of mine uh, when he uh, his son was little he would say he would tell his son that the lawns just for looking at it's not for playing on.

Jason: Yeah.

Todd: You know, and being able to tap into that uh, into that sort of-of you know, how people feel about their lawns.

Jason: Yeah, yeah.

Todd: You know, if you can, you can leverage that uh, passion you know for, um, you know, and be able to bring value then you'll, you residually you will um--

Jason: Yeah.

Todd: Earn customers out of that.

Jason: Yeah, people get to know you and share, they'll share your stuff because they're, they're interested in it and they share it with others I know, so.

Todd: Yeah, yeah.

Jason: Very good. Alright mate, um, I just we're gone over the hour. Sorry. [laughs] It's been an absolutely interesting uh--

Todd: I said yeah, it's hard to stop me on, so. [laughs]

Jason: [laughs] No. It's been great. And so it's- it's um, i-i-i like I find this stuff fascinating and there are so many aspects to it. Um, I think-I think really every business should be looking at some form of social media marketing or some social media presence as we've touched on today and-and you've highlighted some key ways that people can do that and how that's evolving um, now to these um, groups and private sort of areas and-and stories um, so, yeah, but really-really appreciate your time and sharing all that with us because um, yeah, it's valuable stuff.

Todd: Yeah.

Jason: And forever changing too.

Todd: Yeah.

Jason: So, you know, certainly in a dynamic industry.

Todd: Yeah, it's uh, yeah. It's never boring. [laughs]

Jason: So, if people wanna know more about you, you've got a podcast uh--

Todd: Yep.

Jason: --on social media or and-and called The Good Social Podcast.

Todd: That's right.

Jason: So, people would check that out.

Todd: Yeah.

Jason: Um, and that's on iTunes.

Todd: On iTunes and Spotify, Stitcher, all the main podcasting platforms. The website is goodsocialpodcast.com, um Instagram is where I usually spend most of my time there Good Social Podcasts. And um, yeah. You can reach out to me there. You can listen to more about social media or uh, and the industry there. It's not, not necessarily uh, a um, business minded podcast. It's more generally about the industry and about what's happening and about also the good stories that are possible because of social media.

Jason: Yeah.

Todd: I've got some, had some great guests talking about some really personal um, and powerful stories about how social media has helped in some way. Um, so, yes. It's um, yeah, you're not your usual social media podcast I think.

Jason: [laughs] Very good.

Todd: Yeah.

Jason: Alright. Todd, thank you so much for coming on the show. Uh, and also we can check out your uh, agency at--

Todd: Yep, at Fletch Digital. Yep, so, fletch.digital is our website.

Jason: Yep.

Todd: And we're on social media at Fletch digital on Instagram as well. It's uh, business my wife and I, Alex uh, run together and we yeah, we provide social media strategy management. We do uh, digital marketing as well and um, we will create and curate your uh, online presence whatever it may be. And we have a lot of fun doing it and we, yeah. We love uh working in social media. It's something that uh we're really enjoying. We're both very passionate about it.

Jason: Fantastic. Alright. So, checking out guys over at uh Fletch Digital. And uh, thank you for coming on the show mate. Um, until next week. Here's to your success everybody and take us out Mia.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

Other things that you might like to help grow your business.

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Thank you again,
I appreciate you!

*Regards
Jason*